



For Immediate Release
Additional information contact:
Eric Carson
epc@communicatorsintl.com
+1.207.828.8050, x101

LATICRETE and the Rio Grande Co. Solidify Partnership with Truck Signage Program



May 14, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, and the Denver, Colorado-based Rio Grande Company, have entered into a mutually beneficial truck signage deal to increase demand for LATICRETE system materials and reinforce the strength

of their long-standing relationship.

In 2008, the still family-owned Rio Grande Company is celebrating its 100th year in business, and its delivery truck signage now bears the LATICRETE logo, the Rio Grande Company's centennial logo, and images of several different innovative LATICRETE system materials, including LATICRETE® Hydro Ban™, LATICRETE SpectraLOCK® PRO Grout, LATICRETE Floor HEAT, LATICRETE 125 Sound & Crack Adhesive, and LATICRETE PermaColor™ Grout. The Rio Grande Company, under the guidance of owner Bruce Petersen, supplies 11 tile contracting firms participating in the LATICRETE Most Valued Partners (MVPs) program in the Greater Denver area. Located at 201 Santa Fe Drive in Denver, the Rio Grande Company (www.riograndeco.com) has been focused on delivering top quality products and innovative services to the Colorado construction market for 100 years.

United States Patent No.: 6881768 (and other Patents).

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Innovative Tile and Stone Installation Systems

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



